



2002 Annual Report

Fiscal Year of July 1, 2002 – June 30, 2003

Annual Meeting
June 12, 2003

Mission Statement

The Mansfield Downtown Partnership is an independent non-profit organization whose mission is to

Strengthen and revitalize the three commercial areas of Storrs Center, Mansfield Four Corners, and King Hill Road by retaining and improving existing businesses, attracting new business, initiating real estate development and public improvements consistent with physical master plans, holding special events, and advocacy.

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**Second Annual/Business Meeting
Mansfield Downtown Partnership, Inc.**

Thursday, June 12, 2003

6 PM

**Center for Hellenic Studies Paideia,
28 Dog Lane**

Call to Order

Welcome

Public Comment

**Approval of Minutes from First Annual Meeting –
September 26, 2002**

Annual Review of the Program and Year Ahead
Philip Lodewick, President

Approval of Change to Bylaws
Addition of Senior membership category
Betsy Treiber, Membership Development Committee
Chair

**Election of Directors to the Mansfield Downtown
Partnership, Inc., Board of Directors**
Philip Lodewick, Nominating Committee Chair

Adjourn

Annual Review of the Program

Philip Lodewick, President

I would like to thank you all for attending our second annual meeting. I particularly want to thank Ilias Tomazos for hosting us at this wonderful educational and cultural center in Mansfield.

The Partnership continues to make great strides in accomplishing its mission of strengthening and revitalizing the commercial areas in Mansfield. Our focus has initially been on Storrs Center where we hope to create a vibrant town center with restaurants, retail, office space, housing and a town green, which will serve as a community gathering place. The planning for the town center is in full swing with the hiring of Looney Ricks Kiss Architects from Princeton, New Jersey, to work with us on a municipal development project plan for the Storrs Center area, and hire a development team to construct the town center. We hired attorney Lee Cole-Chu to assist us with legal matters related to the development of a municipal development plan. And, on April 28, the Connecticut Office of Policy and Management approved an Environmental Impact Evaluation for the Storrs Center site.

Many of you attended our public workshop on May 1 where over 70 community members provided feedback on images of architecture, open space, a town green, and streetscapes, as well as filled out a survey on what you would like to see in a new town center. There will be more opportunities for the community to share ideas about the town center in late summer/early fall. The second element of Looney Ricks Kiss' work is to help the Partnership find a development team to make the concept a reality. A Request for Qualifications is currently out with responses due back June 19. We hope to hire a team this summer.

We are proud of the accomplishments of the Partnership over the last year which could not have happened without the support of the community and include:

- Growth in our membership base to over 200 members in just the last 10 months. In addition to direct mailings to the community, Mansfield businesses, and the UConn Advocates, we have taken the Partnership on the road to inform community members of our goals and to receive feedback on ideas for a new town center. Those memberships have also generated committee members and other volunteers for the Partnership.
- Production of the Partnership's first newsletter this spring with our next issue out in September. In addition to this outreach, Partnership Board members,

and the Executive Director have appeared on the radio, television and been interviewed for the print media.

- Working with the Town of Mansfield, the Partnership has secured over \$535,000 in state and federal grants from the State Department of Community and Economic Development, United States Department of Agriculture, and the Quinebaug-Shetucket Heritage Corridor for planning, streetscape improvements, and a comprehensive Town of Mansfield visitors brochure and community kiosk. The Partnership will continue to work to access grant resources.

In the coming months, the focus will continue to be on planning for new downtown development but it will also center on promotion of the Town of Mansfield through our brochure, streetscape design, and events to highlight the downtown and assist downtown businesses.

A lot is happening in the Storrs Center area to create a vital downtown. The Town of Mansfield is completing the 38,000 square foot Mansfield Community Center that will provide needed recreational services for the region. The UConn School of Fine Arts is planning a new Fine Arts Center adjacent to the commercial area, which will be a signature facility for the campus and generate activity for Storrs Center. A new town center is a critical piece of these efforts to create services and activity in the Mansfield community.

We are grateful to the Town of Mansfield and the University of Connecticut for their support and encouragement and especially to those members of the Town and University staff that we deal with on a regular basis to address the many issues that arise.

Thank you to all the present Board of Directors, volunteers, committee chairs and members, and contributors who have made this year a success.

I would like to give a big thanks our Members who are dedicated to *helping to build Mansfield's future* by creating an even greater place to live, shop, work, recreate, and do business.

And, finally, the Partnership has been fortunate to have two of Mansfield's great citizens serve on our Board. They will be leaving the Board on June 30 but we will continue to tap into their expertise and enthusiasm for creating a new town center.

Phil Barry is truly one of the "founding fathers" of our efforts. Phil's involvement began as a member of the Steering Committee for the Hyett Palma report that led to the formation of the Partnership. Phil continued his service on the steering committee that developed the more formal Mansfield Downtown Partnership.

Phil and former mayor Mike Schor worked extensively with the business owners in the Storrs Center area to build awareness and support for the project. His service as chair of the Partnership's Finance and Administration Committee has led to completing the Concept Master Plan and positioned the Partnership well to complete the municipal development project plan, and identify a development team. We recognize Phil for his extraordinary efforts on behalf of the Partnership and Town.

Like Phil, Wendy Halle has always been willing to go the extra mile on the Partnership's behalf. As a Storrs Center business entrepreneur, Wendy's perspectives on the business issues and design were important in keeping us grounded. Wendy's diligence and dedication to the Partnership are greatly appreciated.

2002-2003 Board of Directors

Executive Committee

Philip Lodewick	President
Betsy Treiber	Vice President
Steve Rogers	Secretary
Dave Pepin	Treasurer
Steve Bacon	At-Large

Phil Barry	Martin Berliner	Tom Callahan
Dale Dreyfuss	Wendy Halle	Al Hawkins
Phil Spak	Chris Thorkelson	Frank Vasington
David Woods		

Ex-Officio Members

Mike Gergler	Betsy Paterson	John Petersen
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Committees

Advertising and Promotion

David Woods, Chair

Roger Adams
Robert Budlong
Janet Dauphin
Meg Malmborg
David Ouimette
Betsy Paterson
Kristin Schwab
Zack Walter

Business Development and Retention

Mike Gergler, Chair

Phil Barry
Dwight Damon
Sue Esposito
Curt Hirsch
Sol Kerensky
Peter Millman
Dick Norgaard
Steve Rogers
Irene Schein
Jack Sunmark
David Woods

Finance and Administration

Phil Barry, Chair

Martin Berliner
Tom Callahan
Aaron Chrostowsky
Dale Dreyfuss
AJ Pappanikou
Dave Pepin
Phil Spak
Frank Vasington

Membership Development

Betsy Treiber, Chair

Alexinia Baldwin
John Barry
Dolan Evanovich
Mike Gergler
Al Hawkins
Kathy LaJoie

Planning and Design

Steve Bacon, Chair

Judy Blei
Dale Dreyfuss
Wendy Halle
Chris Kueffner
Peter Millman
Ruth Moynihan
Kathryn Myers
Betsy Paterson
Dave Pepin
Chris Thorkelson
Penny Williams

Nominating

Philip Lodewick, Chair

Steve Bacon
Honey Birkenruth
Tom Callahan
Betsy Paterson
Steve Rogers
Betsy Treiber

Committee Reports

Committee membership continues to grow with all the committees at full strength and a waiting list for the Partnership's Planning and Design, and Business Development and Retention Committees. These volunteers have dedicated several hours over the past year through their hands-on involvement with specific projects, organizational administration, budgeting, and our continued membership drive.

Thank you to our Committee chairs and members for their hard work and commitment to downtown Mansfield.

Advertising and Promotion Committee

The Advertising and Promotion Committee worked diligently this year to develop an understanding of the image of the town center concept. The Committee worked on image development exercises and was able to produce a list of descriptors related to the Committee's perceived image of the town center and village green.

The Advertising and Promotion Committee developed a newsletter that was published in the Willimantic Chronicle. The newsletter provided an overview of the activities, discussions and membership of the Mansfield Downtown Partnership, Inc. The newsletter clearly stated the mission and the goals of the Partnership.

The Committee explored the possibility of using the Husky Blues space for an art space in the proposed town center area. Committee Chair David Woods and Executive Director Cynthia van Zelm met with the Arts Advisory Committee of the Town of Mansfield to discuss a collaborative effort regarding the use of this space. The Committee also explored the possibility of a student at the University of Virginia working as an intern during the summer to develop a plan for this space. Unfortunately, the grant that the student had applied for was not approved and she will not be working on the project.

The Advertising and Promotion Committee also discussed other activities that would help connect various segments of the community with the Partnership. The Committee discussed art fairs, fall festivals, farmers markets and other activities that would help in developing more visibility for the Mansfield Downtown Partnership, Inc., and the plans for a town center.

The purpose of the Advertising and Promotion Committee is to develop strategies for marketing and visibility of the Partnership concepts. The Committee will continue discussions regarding possible marketing strategies and the definition of usages of space before the town center has been created.

Business Development and Retention Committee

The Business Development and Retention Committee met twice in the last year. Its focus has been on ensuring that the businesses are updated on the progress of the municipal development plan, and promoting current businesses. The Committee prepared a survey of the businesses in the Storrs Center area which focused on interest in creating a downtown merchants group and garnering feedback on issues associated with new development in Storrs Center. Responses were forwarded to Looney Ricks Kiss Architects, Inc., to assist with the design of new development.

The Committee will also be involved in creating the Mansfield brochure which will list businesses in Mansfield, and a downtown event that will showcase the services offered by Mansfield businesses.

Finance and Administration Committee

The Finance and Administration Committee held eight meetings over the past fiscal year.

The Finance and Administration Committee took the lead in hiring a consultant team to develop the municipal development project plan for Storrs Center. More specifically, the Committee

- Developed a Request for Qualifications and Request for Proposals for the development of a municipal development plan, working in consultation with the Connecticut Department of Economic and Community Development;
- Interviewed three consultant teams;
- Recommended Looney Ricks Kiss Architects, Inc., to the full Board to develop the municipal development plan;
- Negotiated a Scope of Work and contract with Looney Ricks Kiss;
- Developed a list of prospective developers to receive a Request for Qualifications;
- Developed a Request for Qualifications packet for a development team for Storrs Center;
- Revised budget for 2003/2004 to reflect necessary expense and personnel changes. Presented to full Board of Directors where it was approved on May 6, 2003;
- Reviewed and revised Partnership Personnel Policies for approval by the full Board of Directors;

- Continued to monitor the progress of the municipal development plan including the work of Looney Ricks Kiss, and the schedule.

Membership Development Committee

The goal of the Membership Development Committee was to continue outreach efforts in the community in order to increase membership and familiarize the community with the mission of the Partnership. In order to do this, the Committee formulated a comprehensive strategy to deliver the message out to the public.

The following action steps were taken:

- Mailed Partnership mission statement and membership information to UConn Advocates (800 letters sent);
- Established UConn campus U-Box (U-6050) in order to solicit University of Connecticut faculty and staff for membership. Mailing to be done in September 2003;
- University of Connecticut School of Fine Arts Dean David Woods sent a letter to all Deans on campus soliciting their support for the Partnership;
- Executive Director Cynthia van Zelm continued to meet with local civic and political groups (e.g. League of Women Voters, Rotary, Lions Club etc.);
- In person solicitation of local business owners by committee members;
- Met with student organizations. The Executive Director met with the Graduate Student Senate and with UConn Vice Chancellor for Student Affairs student leadership group;
- Met with individual student leaders on campus;
- Informational articles included in UConn Advance and UConn Daily Campus;
- Informational/membership flyer placed in Orientation Packet distributed to all incoming freshmen, transfers and graduate students;
- Article about Partnership included in Spring UConn Parents Newsletter;
- Set up informational table at Mansfield's Know Your Town Fair;
- Media exposure for the Partnership through interviews with the Executive Director and Board members (Channel 14's Town Talk show, WHUS radio).

Action steps to be implemented in the future include:

- Send membership forms out with EO Smith High School mailings;
- Establish a link off of the Advocates website to Partnership website;
- Meet with UConn faculty through faculty groups and department heads;
- Place membership forms in UConn payroll envelopes;
- Participate in Mansfield elementary, middle, and high school open houses in the fall;

- Coordinate with UConn Graduate School Task Force on Social Issues to encourage interest and participation in the Partnership.

The Membership Committee meets monthly at the Partnership Office and to date the Partnership has over 210 members.

Nominating Committee

The Nominating Committee met twice over the last year to make recommendations for Board members to serve on the Partnership Board for the fiscal year that begins July 1, 2003, and to review any potential Bylaws for consideration by the membership at the Annual Meeting in June.

Planning and Design Committee

The Planning and Design Committee continues to be very active, meeting six times over the last year. Its main efforts were focused on providing input to the Board of Directors and the planning firm of Looney Ricks Kiss Architects on design. To accomplish this task, Committee members created a photo gallery of examples of what they considered appealing and unappealing architecture and streetscape elements. The Committee created a list of valued design factors related to architecture, streetscape, and open space for new development that were recommended to the Board of Directors and the planning consultants. The design factors are also listed on the Partnership's website. The Committee also discussed ideas for the town green, and forwarded some broad parameters on the town green to Looney Ricks Kiss Architects.

The Committee also worked with Ginny Walton, the Town of Mansfield's Recycling Coordinator, to become more educated about green building technologies and how to make the new development energy efficient. The Committee heard a presentation from a Leadership in Energy & Environmental Design (LEED) certified consultant about steps the Partnership could take to promote green building design. The Committee included language in the Request for Qualifications (RFQ) for a master developer that requires respondents to the RFQ to indicate experience in sustainable site and building design, and construction.

Major Benefactors

TOWN OF MANSFIELD



Sponsors





**THE BIGGEST
LITTLE BANK IN
CONNECTICUTSM**

W&R Wilcox and Reynolds Insurance, LLC

Patrons

Law Office of Stephen M. Bacon, LLC	Patricia Hempel
Corine Norgaard	Richard Norgaard
Wayne Osborne	People's Bank
Law Office of Samuel L. Schrager	Zenny's Restaurant

Businesses/Organizations

661 Middle Turnpike Associates	Archaeological & Historical Services
Body Language, LLC	The Basket Case
Blimpie's	CT Small Business Development Center
Campus Cuts	Campus Florist
Center for Hellenic Studies Paideia	The Chamber of Commerce
Chang's Garden	Citizens for Responsible Growth
Copy Run	D.P. Dough
Ferrigno-Storrs, Realtors	Dominos Pizza
Holiday Recreation Center, Inc.	Mansfield Family Practice, LLC
NE CT Economic Alliance	Northwestern Mutual Financial Network
Paperback Trader	Pesaro's
Phil's	Prototype Copy and Word Processing
Regional School District No. 19	Reminder Press, Inc.
SME Enterprises, Inc.	Shear Jazz

Businesses/Organizations cont.

Storrs Automotive	Storrs Counseling Center
Storrs Development, LLC	Storrs Drug

Subway	G.M. Thompson & Sons, Inc.
UConn Co-op	UCPEA
University of Connecticut Alumni Assoc.	University of Connecticut
	Undergraduate Student Government
Villa Spirit Shoppe	Wings Express

Individual Members

Cynthia Adams	Roger Adams	Edith Allison
Michael Allison	Judith Andrew	Lorraine Aronson
Philip Austin	Alexinia Baldwin	Audrey Barberet
John Barry	Lena Barry	Phil Barry
Mary Rogers Beckert	Martin Berliner	Randee Berliner
Harry Birkenruth	Honey Birkenruth	Judith Blei
Lynn Bobb-Koths	James Bobbitt	Jane Bobbitt
Aline Booth	Jacqueline Bopp	Marylou Bradley
Douglas Bradway	Marian Brazziel	Scott Brohinsky
Julie Brown	Robert Budlong	Tom Callahan
Jim Campetelle	Marie Cantino	Christopher Casa
Fred Cazel	Aaron Chrostowsky	Paul Cranick
Lucy Crosbie	Dwight Damon	June Damon
Kenneth Dardick	Janet Dauphin	Joyce Donohoo
John Douglas	Priscilla Douglas	Sally Doyen
Dale Dreyfuss	Susan Dreyfuss	Gerald Dunne
Charles Dyson	David Dzurec	Laura Dzurec
Bradford Elder	David Evan	Donna Evan
Dolan Evanovich	Justin Evanovich	Susan Evanovich
Jeff Fisher	Alain Frogley	Roy Gallant
Gloria Gerald	Joan Gerdson	Mike Gergler
Gregory Haddad	Dianne Haidous	Georgia Haidous
Nicholas Haidous	Wendy Halle	Ian Hart
Matthew Hart	Christopher Hattayer	Al Hawkins
Betty Heiss	Becky Helble	Judith Heywood
Martha Hinkel	Lon Hultgren	Carole Iwanicki
Keith Johnson	Marietta Johnson	George Jones
Janet Jones	Josephine Kind	Iris Kinnard
Helen Koehn	Uwe Koehn	Henry Krisch
June Krisch	Chris Kueffner	Scott Lehmann
Philip Lodewick	Bill Lonergan	Jean Lonergan

Individual Members cont.

Robin Lubatkin	Philip Marcus	Scott Mather
Charles McLaughlin	Donna McLaughlin	Joe McLaughlin
Ruth McLaughlin	Denise Merrill	Sam Miller

Peter Millman
Patricia Mochel
David Morse
Kathryn Myers
William Okeson
Betsy Paterson
James Peters
John Petersen
Rebecca Putnam
Arthur Roberts
Carl Schaefer
Jane Scott
Beverly Sims
Phil Spak
Cynara Stites
Una Taylor
Mary Thatcher
Tom Treiber
Frank Vasington
Virginia Walton
James Whitaker
David Woods

Natalie Miniutti
John Morey
Ruth Moynihan
Dennison Nash
Greg Padick
Dave Pepin
Robert Peters
Doryann Plante
Michael Rice
William Rosen
Michael Schor
Jan Scottron
Anne Smith
Susan Spak
David Stone
Elaine Temel
Chris Thorkelson
Richard Twilley
Curt Vincente
Allen Ward
Dolly Whitham

Peter Miniutti
William Morgan
William Moynihan
Donald Nolan
AJ Pappanikou
Kathy Pepin
Carol Petersen
Girish Punj
Jim Romanow
John Saddlemire
Kristin Schwab
Vic Scottron
Jeff Smith
Virginia Stallman
Mike Taylor
Joan Terry
Betsy Treiber
Wilda Van Dusen
Jeff von Munkwitz-Smith
Robin Weiner
Penelope Williams

- As of May 30, 2003

A big thank you to our members for their support and involvement!

Report from the Nominating Committee

Philip Lodewick, Chair

Proposed slate of incoming Directors

Class of 2006

Phil Spak

Community Volunteer

Janet Jones

Community Volunteer

2003-2004 Appointed Board of Directors

Town of Mansfield

Martin Berliner (2005)
Mansfield Town Manager

Al Hawkins (2006)
Town Councilor

Chris Thorkelson (2004)
Town Councilor

University of Connecticut

Tom Callahan (2005)
Special Assistant to the President,
University of Connecticut

Dale Dreyfuss (2006)
Vice Chancellor, Business and
Administration
University of Connecticut

Philip Lodewick (2004)
Tradewell Corporation

Mansfield Business and Professional Association

Steve Bacon (2005)
Law Office of Stephen M. Bacon, LLC

Steve Rogers (2004)
Subway

Betsy Treiber (2006)
Savings Bank of Manchester

2003-2004 Elected Board of Directors

Dave Pepin (2005)
Chairman of Next Generation Ventures, LLC

Frank Vasington (2004)
Community Volunteer

David Woods (2005)
Dean of School of Fine Arts, University of Connecticut

2003-2004
Ex-Officio Board of Directors

Michael Gergler

Chair, Mansfield Business and Professional Association

Betsy Paterson

Mayor, Town of Mansfield

John Petersen

Chancellor, University of Connecticut

MANSFIELD DOWNTOWN PARTNERSHIP FACTS

Organizational Structure: Independent, non-profit, membership-based organization

Administrative Structure: Board of Directors

Operational:

- Full-time paid Executive Director
- Located in downtown Storrs
- Six committees that work to enhance downtown Mansfield as a great place to work, live, and visit: Advertising and Promotion, Business Development and Retention, Finance and Administration, Membership Development, Planning and Design and Nominating

Funding Sources: Private and Public sponsorships, grants, membership

Membership: Currently over 210 individual, business, and organization memberships

Current Budget: \$123,000

Mission: Coordinate the enhancement and revitalization of three Mansfield commercial areas – Storrs Center, King Hill Road, and the Four Corners

Progress In Second Year:

- Hired Looney Ricks Kiss Architects, Inc., to develop municipal development project plan for Storrs Center
- Environmental Impact Evaluation for Storrs Center approved by State Office of Policy and Management
- Hired Attorney Lee Cole-Chu to assist with legal matters related to the development of a municipal development project plan
- Secured over \$500,000 in grants for planning and streetscape work for Storrs Center, and a comprehensive Mansfield brochure and informational kiosk
- Increased outreach efforts through direct mail, public presentations, and radio, TV, and print media resulting in over 110 new memberships in the last 10 months for a total of 210 members

Future Activities:

- Hire a master developer for Storrs Center property
- Streetscape improvements to enhance the appearance and walkability of Storrs Center
- Continue to work with the community and businesses to promote Mansfield

MANSFIELD DOWNTOWN PARTNERSHIP
Operating Budget
FY 03 - FY 04

Revenues	FY 2003-04
100 - Revenues	
101 - Town Contribution	41500
102 - University Contribution	46500
103 - Dues	10400
Total 100 - Revenues	\$ 98,400
Expenditures	FY 2003-04
Administrative Expenses	
53801 - Liability and Property Insurance	500
53809 - Directors and Officers Insurance	1150
52202 - Travel and Conferences	2000
52203 - Membership Fees	1000
53125 - Audit	1050
53122 - Legal Services	5000
Total - Administrative Expenses	\$ 10,700
Office Expenses	
53401 - Rent	11800
54604 - Utilities	1540
53943 - Telephone	1450
54301 - Supplies	520
53926 - Postage	1140
53302 - Repair and Maintenance	100
Total - Office Expenses	\$ 16,550
Program Expenses	
51601 - Payroll	56129
52006 - Pension	5613
52001 - Social Security	3480
52007 - Medicare	814
52005 - Unemployment Comp	561
52002 - Workers Comp	760
52103 - Life Insurance	212
52105 - Health Insurance	3460
53120 - Professional & Technical	2500
53145 - Vendors	3000
53925 - Printing and Binding	2500
54911 - Supplies	1500
53939 - Other Program Expenses	500
Total - Program Expenses	\$ 81,029
56312 - Contingency	\$ 10,000
Estimated Fund Balance	\$ 24,940
Total Revenues	\$ 123,340
Total Expenditures	\$ 118,279